

What is claimed is:

1. A method of being compensated for a transfer of a software element to render a content information, the method comprising financially charging a content provider of the content information based on the transfer of the software element being triggered by an individual's request for the content information.
2. The method of Claim 1, wherein the individual's request for the content information triggers the transfer of the software element based on a transfer history representative of other content information previously transferred to the individual.
3. The method of Claim 1, wherein the content provider transfers the software element.
4. The method of Claim 1, further comprising:  
transferring the software element to the individual.
5. The method of Claim 1, further comprising:  
transferring a tag with the software element, the tag enabling a disablement of the software element.
6. The method of Claim 5, wherein the tag is a counter.
7. The method of Claim 5, wherein the disablement is automatic after a period of time.
8. The method of Claim 5, wherein the disablement is automatic after the software element is used to render a specific number of content information.

9. A method of providing a content information, the method comprising:  
advertising a content information;  
causing an individual's request for the content information to selectively trigger a transfer  
of a software element to render the content information; and  
5 financially compensating a provider of the software element based on the transfer of the  
software element.

10. The method of Claim 9, wherein the content information is advertised on an electronic  
program guide.

10 11. The method of Claim 9, wherein a data service provider provides the content information  
to a device over a data network and the software provider is an original equipment manufacturer  
of the device.

15 12. The method of Claim 9, wherein the content information is advertised on a web-page.

13. The method of Claim 9, further comprising:  
charging a fee to the individual for a transfer of the information content.

20 14. The method of Claim 9, further comprising:  
charging a fee to the individual for the transfer of the software element.

15. The method of Claim 9, further comprising:  
advertising the transfer of the software element.

25 16. The method of Claim 9, further comprising:  
enabling the software provider to transfer the software element to the individual.

17. The method of Claim 9, further comprising:  
transferring the software element.
18. The method of Claim 9, further comprising:  
concealing the causing and the compensating to the individual.
19. The method of Claim 9, wherein the software element comprises a decoder.
20. The method of Claim 9, wherein the individual's request for the content information  
triggers the transfer of the software element based on a transfer history representative of data  
previously to the individual.
21. The method of Claim 20, wherein the previously transferred data comprises another  
content information previously transferred to the individual.
22. The method of Claim 20, wherein the previously transferred data comprises at least one  
software element previously transferred to the individual.